

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for creating a sales model for a plurality of products, the method being implemented as a plurality of program instructions in a computer system, the method comprising:
  - creating a plurality demand groups, wherein each demand group is a set of at least one product and wherein at least one of the demand groups is a set of at least two products;
  - creating a sales model as a function of price for each demand group; and
  - creating a market share model for each product in each demand group.
2. (Currently Amended) The method, as recited in claim 1, further comprising:
  - collecting raw data; and
  - generating imputed variables from the raw data, wherein the imputed variables are used to create the sales model as a function of price.
3. (Currently Amended) An econometric engine for modeling sales as a function of price, the engine being implemented in a computer system, the engine comprising:
  - an imputed variable generator for generating imputed econometric variables including a base price variable and a base volume variable; and
  - a coefficient estimator coupled to the imputed variable generator, and wherein imputed variables generated by the variable generator are used by the coefficient estimator to create a sales model as a function of price.
4. (Currently Amended) The econometric engine, as recited in claim 3, wherein the imputed variable generator receives raw data, and cleans the data ~~and generates imputed variables~~.

Application No. 09/741,956  
Amdt. Dated November 24, 2004  
Reply to Office Action of August 26, 2004

5. (Original) The econometric engine, as recited in claim 4, wherein the coefficient estimator creates the sales model by creating a sales model for a demand group and creating a market share model for a product in the demand group.